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W. F. ALLEN CO.

BOOK OF BERRIES

1885 86 YEARS 1971

D H Scott

THE PLANT SITUATION— 1971

In our **86th** year of growing strawberry plants exclusively, W. F. Allen Company is happy to offer you, our valued customer, an ample supply of beautiful, healthy plants.

Site selection, fumigation, superior virus free stocks, irrigation when necessary, and constant care have worked together to produce as beautiful a sight in our fields as we have seen.

Despite higher costs, we are holding the line against inflation and there will be **NO PRICE INCREASE** for our superior plants this year.

If it is possible for you to order early, this helps us plan our work so that your plants are available exactly when you want them.

ALLEN'S SUPERIOR VIRUS FREE PLANTS remain as the **STANDARD OF THE INDUSTRY** and your assurance of plants that will **GROW FOR YOU**

ALLEN'S WINNING PLANTS

Standard of the Industry for 86 years

REGISTERED

For best results from your own efforts in growing berries we hope you will use Allen's Winning Plants. They are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from this program.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Provide a screen house as a source of indexed virus free plants.

2. Our planting stock is all indexed virus free and we keep it that way by constant vigilance against the aphid which is the carrier of virus organism.

3. This superior virus free stock must be grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.

4. Soil fumigation before setting of plants and fumigation twice during the growing season to eliminate nematodes. ALLEN'S fields all have three fumigations to give you superior plants.

5. Abundant plant food, reinforced with a minor element mixture insures that ALLEN'S plants never want for anything.

6. Continuing inspections to make sure that our planting stock and fields are free from red stele and other diseases.

7. With ALLEN'S PLANTS you get all the above, plus the benefit of our experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 86 years. We believe this means a lot to you as a grower.

OUR GUARANTEE

W. F. Allen Company guarantees that our superior plants will grow for you. Write us within 45 days if you are not completely satisfied and we will replace the plants or refund your money. After 45 days and within one year of the date the plants were shipped, any plants not satisfactory will be replaced at one-half price. This guarantee applies only to the price of the plants and no further responsibility or liability is implied.

ALLEN'S ALL STARS

WE RATE THEM BEST BY TEST

Best for Early:	Southern States Blakemore, Earlibelle Northern States Earlidawn, Fairfax, Midland, Redglow, Sunrise
Best for Late:	Southern States Albritton, Armore, Tennessee Beauty Northern States Jerseybelle, Robinson, Sparkle, Vesper
Best for Flavor:	Armore, Catskill, Fairfax, Raritan, Redchief, Redglow, Redstar, Sunrise, Suwannee
Best for Freezing:	Earlidawn, Midland, Midway, Pocahontas, Redchief, Redglow, Sparkle, Surecrop, Tennessee Beauty
Best for Frost Resistance:	Earlidawn, Premier
Best for Large Size:	Catskill, Empire, Guardian, Jerseybelle, Marlate, Midland, Pocahontas, Raritan, Redchief, Redglow, Redstar, Robinson, Vesper
Best for Preserving:	Blakemore, Earlidawn, Pocahontas, Premier, Suwannee, Tennessee Beauty
Best for Resistance to Red Stele:	Guardian, Midway, Redchief, Redglow, Sparkle, Sunrise, Surecrop
Best for Resistance to Verticillium Wilt:	Catskill, Guardian, Redchief, Sunrise, Surecrop

VIRUS FREE (REGISTERED)

Plants referred to as "virus free" in this catalog have been field grown by us from virus free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils and Agricultural Engineering, Beltsville, Maryland. Measures have been taken with our field grown stock to control aphids which transmit the virus diseases. In addition, this superior virus free stock is grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing that they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

W. F. ALLEN CO.
SALISBURY MARYLAND 21801
TEL. (301) 742-7123

EARLY VARIETIES

REDGLOW

"AMERICAN BEAUTY"

REDGLOW is featured on our front cover this season and it richly deserves the honor. A true queen in the strawberry family, none can surpass the beauty and flavor of berries from this wonderful variety.

REDGLOW plants get off to a good start, making runners well.

REDGLOW berries are a delightful treat — the color is bright pink all the way thru. They are firm, shipping well. As to flavor, you'll never get enough of these delicious berries.

REDGLOW is called by many the "American Beauty." In our Allen's All Stars listing on facing page, REDGLOW proves its versatility by appearing in five different starring categories:

BEST FOR EARLY
BEST FOR FLAVOR
BEST FOR LARGE SIZE
BEST FOR FREEZING
BEST FOR RESISTANCE TO RED STELE

The "American Beauty" is waiting to grace your garden.Order Now and Reserve your REDGLOW plants.

BLAKEMORE

Pride of the Processors

BLAKEMORE is still a money maker in the southern and middle states. It is one of the easiest to grow — and our virus free stock makes it a sure thing. Growers have to keep a sharp eye on BLAKEMORE plants — they are so vigorous! This easy grower makes it necessary to thin out the bed for best results.

BLAKEMORE berries are extra firm — they love to travel! They are light in color, tart to the taste — and it is this slight acidity that makes them so good for processing — or home preserving. Size holds fairly well, although we have noted that BLAKEMORE berries will run down in size during dry weather, where irrigation is not available. All in all, BLAKEMORE has earned the reputation it has maintained for years as being the best money maker for sale to processors in the southern and middle states.

PREMIER

Frost proof — early

PREMIER (or Howard 17) has been an important variety for over 40 years — for two reasons; wide commercial use and value in breeding.

Productive plants give large, bright red, flavorful berries.

Frost hardy flower stems give protection when needed. PREMIER is one of the few varieties with built-in frost resistance.

PREMIER is still a favorite with many growers and we never seem to have quite enough plants of this fine old variety to supply all demands. Order early and reserve your needs.

REDCOAT

The Firm One

REDCOAT is best adapted to the northern states and Canada. Plants are vigorous and productive. Redcoat plants have good resistance to mildew, although susceptibility to leaf spot and verticillium wilt remains a problem.

REDCOAT was well named for the large, glossy, light red berries produced. Firmness of berries makes them fine for shipping. They are fair for processing but tops for desserts. Order now to get your Redcoat plants for the 1971 season.

TRUE TO NAME

We take every precaution to have all plants true to name. We will replace the plants or refund your money if any prove otherwise but we will not be responsible for any sum greater than the cost of the plants ordered.

EARLIBELLE

Vigor and Beauty

EARLIBELLE plants are vigorous and growers sometimes complain about the necessity for thinning the beds — but we recommend it for best production. EARLIBELLE plants may be a little smaller than some varieties but they *really want to grow* and their vigor makes thinning necessary.

EARLIBELLE berries are a beautiful bright red, glossy and firm. They run medium to large in size and the slight tartness of flavor makes them good for processing. SEE color picture PAGE 13.

EARLIBELLE is an impressive variety and we wish it could be recommended for north and south. It is best adapted to North Carolina and south, however, although Virginia growers have had good results.

FLORIDA 90

Named for the state where it grows best

FLORIDA 90 is well adapted to the state for which it was named — and is not recommended for growing in other states. Stocks are limited for 1971 and we suggest our Florida growers order early to get the plants of FLORIDA 90 they want to set this year.

Berries of the Florida 90 variety are large and beautiful when grown in Florida or under similar conditions. Berries from the Florida 90 variety find a ready market in the northern states.

SENATOR DUNLAP

The old standby

SENATOR DUNLAP is a fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making many plants which are very productive.

SENATOR DUNLAP berries are medium in size, a bright rich red clear through — and of fine quality. This variety is one of the best for canning.

Canada, Maine, Iowa and Minnesota are among the places where the "Senator" is appreciated. We have a fair amount of Senator Dunlap plants this season and hope to receive your reservation order soon.

SUWANNEE

Superior flavor

SUWANNEE is not a new variety but it has attained a new popularity for excellent flavor of its fruit. Plants are vigorous and produce good crops of delicious berries. Related to Blakemore, SUWANNEE berries are not quite as firm but this does not detract from the excellence of the medium size, bright red and glossy fruit.

SUWANNEE plants have good resistance to foliage diseases.

We urge you to try some SUWANNEE plants this season for a real treat. See beautiful color picture of Suwannee on Page 13.

EARLIDAWN

Earliest of all — and ever so good

EARLIDAWN just *cannot* be overlooked by any grower! It is well adapted from North to South. EARLIDAWN plants need good soil and plenty of moisture for best results. EARLIDAWN is one of the very few varieties we can "brag" on for frost resistance; blooms are well protected by short flower stems. A word of caution, however; if red stele or verticillium wilt are known to be present in your soil, Earlidawn is not the variety to set because of susceptibility to both diseases.

Berries of EARLIDAWN are delightful, delicious, delectable — large, glossy, and vivid red. Firmness and tartness make EARLIDAWN berries excellent for marketing, freezing, and preserving. For table use — it is one of the very best. See the glory of Earlidawn in color picture facing page—and order now!

MIDLAND

"Freezer Queen"

MIDLAND has everything the grower looks for in a great variety; productive plants, beautiful berries.

MIDLAND plants are large and healthy when grown in good soil and given excellent care. As the name implies, this variety is best adapted to the middle states — but when irrigation is used to combat frost, it can be grown well in the northern states.

MIDLAND berries ripen early — just a little later than Earlidawn. They are red right through, very firm, and average large in size. MIDLAND does best on roadside stands, home gardens, or pick-your-own as darkening of berries on holding prevents them from being extra good for distant shipments. They are excellent for freezing, however, and you should have some in your garden. See facing page for color picture of the beautiful Midland berries — and send in your order at once.

Dear Sir: I am taking this opportunity of expressing my sincere thanks for your prompt shipment of the 50 Redglow plants as a replacement for the 50 Midland sent in error on my 1969 order. Inasmuch as I did not return the Midland plants, you were not obligated to send me additional plants without charging your regular catalog price. Your loss was my gain, incidentally; both varieties grew exceptionally well and I now have an additional two one-hundred foot rows in cultivation.

Am enclosing order for 50 Pocahontas and 25 New Marlate and my personal check to cover.

I can attest to the correctness of the statement made by many of your exuberant customers; — to-wit: "I have not lost a plant". I too have experienced this phenomena. On several of previous plantings of 50 or more of your plants, 100% grew. Thanking you again for the extra plants.

Sincerely, Joe Stockinger Arma, Kans.

PRICE LIST PAGE 38

EARLIDAWN

1885 *Our Experience is Your Guarantee* 1971

MIDLAND

ALLEN'S WINNING PLANTS

SUNRISE

The good grower

The SUNRISE variety has proven itself to growers on the watch for an early ripener. SUNRISE is well adapted to the mid-Atlantic states. SUNRISE plants are very vigorous, making runners freely. Resistance to verticillium wilt, leaf scorch, mildew, and triple resistance to red stele are all built-in assets with SUNRISE. A special feature of SUNRISE is its ability to grow and produce under dry conditions.

SUNRISE berries are glossy, bright red outside, with firm, light pink flesh. They are of fine dessert quality. Have you looked at the picture of SUNRISE on facing page? This will show you what you can do with a setting of SUNRISE this season. Order now.

As you know, I took Sunrise last year for a very late planting when there was little else available. In spite of being planted in mid-June, they did quite well despite the eternal rain and a short period of very hot weather just after they were planted. The 200 ordered this year are for filling in and making up where a few died, but very few considering.

R. O. Webber
Yates Center, Kans.

Of the three kinds of plants we bought from you, Sunrise topped them all! In size, taste, freezing and selling, even the second year they did very good. So, am ordering more Sunrise to start a new patch for next year.

Mrs. McKinley E. Baker
Myerstown, Pa.

FAIRFAX

Terrific for the Table

FAIRFAX continues to get our vote as one of the best for eating. Deep red berries are medium size, covered by deeper red skins. They are mildly sub-acid and this helps make them of excellent eating quality. FAIRFAX berries are delightful to pick and eat but are not good shippers as quick picking and handling are necessary to prevent darkening.

FAIRFAX plants are not over-active in runner production but are adequate on this score. Foliage has good resistance to leaf spots and scorch.

A little tip: Plants of FAIRFAX are especially productive when late season runners are picked off.

Take a look at the beautiful Fairfax berries on facing page — and order now to reserve your plants.

Before I close, a word about Fairfax. I don't think you do them justice. They're the best berries I have ever seen except sometimes for shape — and the flavor is just wonderful. We picked one last summer that measured 8 inches around. I'm surprised they are not rated a good freezer — they just couldn't be any better.

Yours truly,
Sam Meacham
Dickinson Center, N. Y.

The Berry Patch

It was a sad day in June when the harvest of red lovelies was over. No more of those fragrant, tempting strawberries that were so full of sunshine, dew, and springtime until next spring rolls around, unless you have some everbearers in your garden. There is nothing to compare with having a "Berry Patch" of your own; the joy of picking those "finger licking good" berries from your own plants is worth the effort. We want you to be ready when it's picking time again. There are many ways to use the berries you will be harvesting. Some like them just "as is" and there is nothing wrong with that! Others might like to try something different. We hope one of the following has special appeal to you:

Frozen Topping

2 c. diced strawberries
4 c. sugar
¾ c. water
1 package Sure Jell

Dice strawberries, add sugar, let set in bowl. In saucepan, mix the Sure Jell with water. Stir constantly, boil 1 minute. Add sugar and berries, stir 3 minutes. Let cool. Put in freezer jars and let set overnight — then put in freezer. Delicious all winter long.

Fresh Strawberry Lemonade

To prepare syrup:
1 pint strawberries
1½ c. fresh lemon juice
2½ c. sugar

Wash, hull and crush berries. Add lemon juice and sugar. Stir until sugar dissolves. Store in covered jar in refrigerator until ready to prepare lemonade. Makes 4½ cups syrup.

To make Lemonade: Place 3 or 4 ice cubes in glass. Add ¼ cup syrup. Fill glass with club soda. Stir well. So refreshing!

The arguments continue as to the merits of cake or biscuit for that all time favorite Strawberry Shortcake. For the biscuit fanciers, here's a special recipe:

Strawberries, sliced and sweetened
Whipped cream
2 c. sifted all-purpose flour
¼ c. sugar
½ t. salt
1 T. baking powder
¾ c. milk
½ c. (1 stick) butter

In bowl, sift flour, sugar, baking powder and salt. Cut in butter until it resembles coarse meal. Add milk at once, stir until dough clings together. Turn dough onto lightly floured surface; knead gently about 10 times. Roll dough to about ½ inch thickness. Cut out 8 biscuits, using floured cutter 2¾ inches in diameter. Place on baking sheet, brush tops with milk. Bake in preheated oven (450 degrees) 10-15 minutes. Let cool 5 minutes. Split biscuits and spoon the berries on generously, put top on and add some more berries — then top with the whipped cream. That's good eating!

You can write us for extra copies of "The Berry Patch" — Happiness is hearing from You!

Note: As a matter of interest to our southern growers — our Earlibelle color reproduction was used on the cover of the North Carolina Extension Circular No. 510, issued in April.

EARLIBELLE
See page 7

ALLEN'S PLANTS *Standard of the Industry for 86 years*

SUWANNEE
See page 7

ALLEN'S WINNING PLANTS

Like the Great American Indian, REDCHIEF will endure!

REDCHIEF has the vigor, vitality and staying power that was needed to complement the mid-season roster of stars.

This great variety has resistance to red stele and verticillium wilt. Leaf spot occasionally will give trouble but is readily controlled. **REDCHIEF** plants perform well under the matted row system of growing.

You can depend on our **REDCHIEF** plants to produce excellent crops of berries that are deep red, firm, glossy, medium to large in size. **REDCHIEF** berries are sweet — a delight for pick-your-owners and they hold well for freezing. Incidentally, we fruited REDCHIEF ourselves for the first time in 1970 and the general opinion here is that **REDCHIEF** berries deserve the nicest things we can say. **THEY ARE BEAUTIFUL AND DELICIOUS!**

All in all, **REDCHIEF** has everything and discerning growers will not want to overlook this extra good variety.

In the copy above, we say **"REDCHIEF** will endure." The letter received from Mr. Lloyd B. Heathman, of Pinckneyville, Illinois, proves the point.

"Dear Folks; You already have the money for 50 Redchief to be sent me in March. I am enclosing my check for 50 more Redchief, so you can send me 100 Redchief. Last December, I set out 50 of your Redchief and every one of them has lived thru the winter and they are all strong and healthy. They certainly are wonderful strawberry plants."

MID SEASON VARIETIES

SURECROP

For sure crops

SURECROP is widely adapted from upper South to the North. Plants are vigorous and runners develop freely under almost all conditions. SURECROP berries are glossy, light red, firm of flesh, tart in flavor, of good dessert and freezing quality.

For a SURE thing, SURECROP is the variety to set! It is among the most resistant of all American varieties to several strains of red stele root rot, leaf scorch, and verticillium wilt. In addition, it is drought resistant. A Truly Outstanding Variety! See color picture, Page 21.

SURECROP FRIENDS

The 500 Surecrop plants I ordered in 1969 were perfect. They all grew and are beautiful plants. You sent many extra plants. Thanks.

Walter Koehler
Caledonia, Ohio

Would like you to know the Surecrop strawberry plants I ordered in 1968 are wonderful. I just wanted to get another patch started.

Mrs. Joann King
Converse, Indiana

The 1,000 Surecrop plants I ordered last year were outstanding.

Ralph Smith
Springfield, Virginia

GUARDIAN

Disease resistant — fine berries

GUARDIAN has resistance to 5 strains of the red stele root rot, as well as high resistance to verticillium wilt. Plants of GUARDIAN have medium vigor and produce runners moderately, growing best under the matted row method.

GUARDIAN is a good producer of large, firm berries. The glossy surface of GUARDIAN berries adds to their beauty. Berries retain their attractive appearance during harvesting and marketing. The uniform light red color of delicious GUARDIAN berries is excellent for marketing and table use. See the GUARDIAN berries on page 19 and order at once. Set some plants of this new variety this season — we guarantee you won't regret it!

Interesting note from article in The Washington Post on June 11, 1970: (and this article is on our own (Maryland's) Dr. George M. Darrow (Mr. Strawberry)

"Guardian is their newest variety. One day last week a PTA group from Takoma Park picked 800 pounds of Guardian for their annual Strawberry Festival, with some of the berries weighing as much as two ounces each."

"Merry Berries"

Without attempting to inject ourselves into the moral question as to whether you should drink wine, or should not, we have always thought it interesting that one of the fundamental rights of any head of the household (and these seem to be less all the time) is the right to make two hundred gallons of wine per year, tax free, for one's personal use. This was a very old custom in many families, even during prohibition. One of the best recipes for strawberry wine is as follows:

8 quarts strawberries	2 gals. water
6 to 8 lbs. sugar	½ lb. raisins
2 lemons	¾ oz. yeast (3 packages)

1. Wash the strawberries under cold water, put them into a crock. Mash them thoroughly with a wooden spoon.
2. Add the water and let stand for three days, mashing and stirring the berries at least three times a day.
3. Strain the liquid through a kitchen towel, squeezing the juice out — every drop.
4. Add the sugar, 6 to 8 pounds, depending on how sweet you want the wine to be, and dissolve it thoroughly.
5. Add the cut-up raisins and the thin rinds and juice of the lemons.
6. Heat half of the liquid and return it to the cold, so that the whole becomes lukewarm.
7. Dissolve the yeast in ½ cup water (warm) and put that in. Cover and let it ferment.
8. When the fermentation is ended strain the wine into gallon jars and let it rest for two weeks.
9. Then siphon into bottles if clear; if not, fine it..

There is no charge for permit to make up to 200 gallons for personal use. Write for Form 1541 to Alcohol Tax Unit, Internal Revenue Service, U.S. Treasury Dept., Washington, D. C.

RARITAN

FRESH MARKET FAVORITE

RARITAN is an early midseason variety, ripening several days ahead of Surecrop. Plants of RARITAN make runners freely and are vigorously productive of fine berries. Berries are large, nearly as large as Jerseybelle and Vesper, attractively capped, bright red, glossy, and of excellent eating quality. Fresh market use is our recommendation; they are delicious! We have fine stocks of vigorous RARITAN plants and hope to receive your order.

EMPIRE

Grow our plants for fine crops

EMPIRE was introduced in 1951 and since then has done well in most of the Northern states. The right climate encourages EMPIRE to make vigorous growth and produce large, bright and attractive berries with fine green caps. While EMPIRE berries are inclined to be less firm than some, close picking and quick handling overcomes this slight handicap and you will find EMPIRE easy to market — and profitable. *See color picture, page 22.*

MIDWAY

Can't be beat

It isn't necessary to ask why MIDWAY has made such giant strides in popularity the last few years — we know why! And so do all our Midway growers!

This great midseason variety grows well on heavy soils or on lighter soils with irrigation. The vigor and vitality of MIDWAY plants insures excellent crops of medium large, deep red berries. Great for table use and they are better than good for freezing and shipping. A bonus with MIDWAY is good resistance to red stele. We expect heavy calls for this terrific variety and urge that you order early to reserve *your* MIDWAY plants. See beautiful MIDWAY berries on Page 20 and order now!

I have ordered plants from you for 18 years. Always glad to recommend your plants to any one interested in growing strawberries as they are hardy and vigorous growing — and the berries are never misrepresented.

Sincerely, R. S. Doll
Sedalia, Mo. 65301

POCAHONTAS

Wide adaptability for good yields

POCAHONTAS has been a sales leader from the upper South through the Midwest for several years. This is partly due to wide adaptability to climate and soil. Growth and vigor of plant production makes it an easy variety to grow. When you add to this feature, excellent yields of large, firm, bright red and rather tart berries that ship or freeze well, then you will begin to realize why POCAHONTAS is still at the top. *See color picture, page 20.*

Dear Sir: I have had a thousand of your Pocahontas plants twice and I had good success each time. I — and the Good Lord raised over 2,000 quarts from a thousand plants in three successive years. I live here along the Illinois River but my berry patch is on a sloping hillside. The soil is clay but it contains a percentage of sand which keeps the clay from becoming too hard to work.

Three years ago, I planted a thousand of your Pocahontas plants and got over 2,000 qts. But the point I wish to make is that on one end of the patch, I hal much bulldozing work done. The top soil had been taken off as much as 18". Well, needless to say, I didn't have any weed problem. Ha! Would you believe, however, that despite the fact that you could see that the plants did not progress as well as on the rest of the patch, that I picked as many or more berries (big ones) from these plants as I did over the rest of the patch? This only goes to prove that you have good plants — and that Pocahontas can grow any place.

Yours truly, Loren L. Ottwell
Pearl, Ill.

My present crop is yielding at a fantastic rate! Fairfax and Pocahontas. Both ourselves and neighbors marvel!

C. W. Vaughan
Norfolk, Va.

CATSKILL

Facts and Friends

Following are some of the reasons why CATSKILL is KING:

1. Adaptation. Catskill is well adapted to all northern states and the higher altitudes as far south as North Carolina and westward beyond the Mississippi River.
2. Berries. Catskill berries are large size, moderately firm, fine quality and attractive appearance. See Color Picture opposite page.
3. Hardiness. Catskill has an amazing record of producing successive crops of fine fruit.
4. Productiveness. Catskill has more nice, large size fruit and yields a greater quantity of berries than any other equally productive variety.
5. Use. Catskill berries are fine for fresh market, good for freezing. Ease of capping makes Catskill berries extra good for processing.
6. Bonus. Catskill berries are an excellent source of Vitamin C.

Shortly after our 1970 Book of Berries was published and mailed, the letters started pouring in. Our friends wanted to let us know they approved the crowning of Catskill. They COMPLIMENT CATSKILL as follows:

March 2, 1970 Catskill is deserving of the crown. It should please Dr. George L. Slate to no end. Until we get a variety to match its constant high productivity, good looks and good eating quality, Catskill will be number one with us. Catskill satisfies more people than any other variety. Over 50% of our acreage is devoted to Catskill.

Raymond Furmanik
East Taunton, Mass.

Dear Sirs: Please send me 75 Redchief and 75 Catskill plants. If you should be out of Redchief, you may make the total order Catskill, as they are as you say, "The King". I want to thank you people at Allens for the prompt service rendered when I called and explained that my order of 800 plants had spoiled en route because of a delay in delivery service. Four days after I called, I received a replacement order of 800 plants and they were in excellent condition. It certainly is a pleasure to deal with a reliable firm such as Allen's.

Respectfully, Donald F. Majeski
Prophetstown, Ill.

We like Catskill so well that we want to try them again. The size, taste, color and freezing qualities are perfect. Thank you for your nice plants.

W. M. Tomlinson
Clinchport, Va.

Just a word about Catskill! Glad to see the crown put on Catskill- I think it ought to have been on a long time ago. Thanks a lot.

James F. Brown
Florence, Ky.

July, 1970 Please make the same arrangements as previous years—by mail, May 1, 1971. This year, I picked over 6,000 qts. from 4,000 plants on my Catskill. You can put them to the head of the class! Jerseybelle next, I picked over 8,000 quarts on 6,000 plants. Beat that for a pick-your-own program!

Fred Y. Palmer
Canaan, N. Y.

PRICE LIST PAGE 38

GUARDIAN

See page 15

MIDWAY
See page 17

ALLEN'S PLANTS ***Standard of the Industry for 86 years***

POCAHONTAS
See page 17

1885 *Our Experience is Your Guarantee* 1971

SPARKLE

ALLEN'S PLANTS *Standard of the Industry for 86 years*

EMPIRE

See page 16

LATE VARIETIES

SPARKLE

Superb quality — real money maker

For a late variety in the Northern States, SPARKLE leads the field! SPARKLE plants are so vigorous under good conditions, the bed must be thinned out to prevent overcrowding which may reduce fruit size. Plants are resistant to one strain of red stele root disease and the lateness in bearing prevents frost injury. As to the berries, they are superb in quality, rich crimson red and pretty as a picture. SPARKLE berries *really* do sparkle on the vine — and average medium to large in size. They are excellent for freezing or preserving — and are a real money maker on the fresh market. *See color picture, opposite page.*

In 1968 we planted 250 plants each of 4 varieties for a small "pick your own" patch — in the Lake region of northern Indiana. Pickers harvested the following amounts last summer: Catskill — 938 qts. Earlidawn — 508 Sparkle — 858 Fletcher — 927

These were produced without irrigation but we had very adequate rainfall.

Sincerely, Lester H. Binnie
Albion, Ind.

Sirs: Am ordering 500 of your Sparkle plants. I know they are a northern berry and we came from the north, so we tried them here and they do real well. In fact, I never had any that yielded better than the Sparkle I had last year. Such big berries — everybody carried on about them. Hope you can fill my order.

Mrs. Henry J. Yoder
Yoder, Miss.

Dear Sir: We want to order strawberries this year and would like the same kind we last ordered which was probably in 1968. I think one variety was Sparkle but can't remember the other. Our crop this year was so good, the size of the berries and the quantity was the talk of the neighborhood.

Mrs. Milford Johns
Van Wert, Ohio

JERSEYBELLE

Large size berries from vigorous plants

JERSEYBELLE is a great favorite as a late variety in New Jersey and neighboring areas. JERSEYBELLE plants are vigorous and produce runners well. JERSEYBELLE berries are of large average size, good color when picked at proper time, with pretty caps. The skin is somewhat tender and this prevents JERSEYBELLE from being a good distance shipping berry. JERSEYBELLE is not considered particularly good for freezing but berries are excellent for fresh market, pick-your-own, and table use. *See color picture, page 21.*

ROBINSON

Old faithful for size and production

ROBINSON is a late bearing variety best adapted to Northern locations. ROBINSON plants, while small, have the advantage of healthy foliage and can make a good plant bed under almost any conditions. ROBINSON has built-in tolerance to virus diseases. The berries are large (some say the very largest), light red in color and attractive, although not considered firm enough for distant shipment. We have noted that Midway is replacing ROBINSON in some areas but for the Northern grower interested mainly in size, ROBINSON is still the variety to consider. *See color picture, page 27.*

"Preserving" Friends

Every woman has a recipe she treasures. Giving such a recipe to others is a friendly gesture and Mrs. Frieda D. Lemke, of Pauling, Iowa, delighted us by sending her favorite:

Wash and hull the berries, cut in half. Make only one batch at a time.
4 cups of strawberries
4 tablespoons vinegar
Boil 6 minutes with lid on.
Add 4 cups sugar slowly. Stir until sugar is dissolved.
Boil 6 minutes, pour into stone crock. Stir often, let stand 24 hours.
Put in jars *cold*. Seal.

SEND US YOUR FAVORITE

FLETCHER

High flavor — good freezer

FLETCHER is "high, wide, and handsome" — plants of FLETCHER grow tall — with vigor. Plants are winter hardy and do best in the colder climates of our northern states.

FLETCHER produces heavy crops of flavorful berries. They are of good size, bright red, and firm enough for marketing. FLETCHER berries are a delight to eat — and fine for freezing. Our FLETCHER picture on page 31 gives you an idea of what to expect when you set FLETCHER this season. Order now to reserve your plants!

March, 1970 - Fletcher is productive, attractive to the eye and pleasing to the taste. Has much to offer the home gardener.

Raymond Furmanik
East Taunton, Massachusetts

June, 1970 - I have exhibited many times at the West Virginia Strawberry Festival and have won many first prizes from your plants. This year at the Festival Auction, my Fletcher and Suwannee sold for $7.50 and $7.00 per quart. I thank you again for sending me such fine plants.

Harley G. Tenney
Buckhannon, West Virginia

ALBRITTON

The one with CLASS

ALBRITTON is best adapted to the coastal region of North Carolina and to a limited degree to the coastal areas of Virginia and Maryland. The plants make a very vigorous growth and are quite productive when grown in this area. Moving north, you do not get the high yields obtained in North Carolina.

ALBRITTON berries are beautiful. We know of no other strawberry that has more class and they demand a premium price in markets where they are available. The berries are vivid red, turning to deeper red when fully ripe. They are glossy, uniform in shape with exceptional flavor and large size. We have a nice supply of some very beautiful ALBRITTON plants that will produce for you. *Order soon.*

ARMORE

Full of vigor — fine for home garden

The late bearing of ARMORE has made it a popular variety in the middle states. ARMORE has vigor and vitality and runner development is no problem with this variety. ARMORE berries are large in size, irregular in shape, light red and highly flavored. They are sub-acid, however, and this, along with lack of firmness, prevents them from being tops for freezing or preserving. ARMORE is still the one to grow for home garden or roadside stand for those growers in the middle states needing a highly productive late variety. *See ARMORE berries on page 27.*

TENNESSEE BEAUTY

Bright caps — firm — good shipper

Growers in the middle states just can't go wrong in setting TENNESSEE BEAUTY plants for their late berries. Plants of TENNESSEE BEAUTY are vigorous and thinning is sometimes necessary to conserve vitality for berry production. Good resistance to foliage diseases is inherent with the TENNESSEE BEAUTY variety.

Berries of TENNESSEE BEAUTY are delightful — lovely bright green caps topping medium to large, glossy red fruit. TENNESSEE BEAUTY berries are firm and ship well — and are extra good for freezing and preserving. You can grow TENNESSEE BEAUTY berries just like those on page 28.

Dear Sirs: Am sending my order early as I was disappointed last year that I didn't get any Tenn. Beauty. Sure hope you have a good supply this year. I have been ordering your plants for several years and think they are the best.

Thank you, Mrs. C. Pauley
Scott Depot, Va.

VERY LATE VARIETIES

MARLATE

Late, Large and New

MARLATE plants are vigorous and produce runners freely.

Berries of MARLATE are round-conic in shape. They are smooth, bright, and ever so attractive. Flesh is firm and size holds large throughout the harvest season. MARLATE is one of the easy pickers since fruit stems snap so quickly and cleanly. Berries ripen several days later than Jerseybelle.

All in all, we think MARLATE is just what the doctor ordered for growers in the middle states who are looking for an extra good very late variety. Order now and be sure to have plants of MARLATE to set this season. *See color picture of the new, good and late MARLATE on page 28.*

REDSTAR

Beautiful foliage, good berries

REDSTAR, thanks to its virus free heritage, produces healthy, beautiful foliage on vigorous plants. The lateness of the REDSTAR season makes ample moisture a major requirement — while lateness in blooming prevents late frost kills, thereby extending the season for you as a grower. REDSTAR berries are large, medium firm, tart but very good in flavor and quality, and bright red in color. REDSTAR is resistant to leaf spot and scorch and is tolerant to virus but is not resistant to red stele and we would not advise setting REDSTAR in your land if you have any reason to believe red stele may be present. For the home gardener in the North who wishes to extend his berry season, we say try REDSTAR. *See the beautiful color picture of REDSTAR on back cover.*

VESPER

Large and lovely — ever so productive

VESPER is the offspring of Utah Shipper and Jerseybelle and like Jerseybelle, it is a very productive variety. VESPER plants are vigorous and make runners well. Berries are rich red and glossy, large in size, with lovely cap of green. VESPER ripens later than Jerseybelle and is an excellent variety to extend the season for Northern growers. VESPER is susceptible to verticillium wilt and leaf disease and care must be taken to guard against attack. We consider VESPER a fine variety for the Northern states but cannot recommend it for growing south of New Jersey since it tends to become too soft in the South. *See VESPER in color on page 31.*

ALLEN'S PLANTS *Standard of the Industry for 86 years*

TENN. BEAUTY
See page 25

ALLEN'S PLANTS *Standard of the Industry for 86 years*

MARLATE
See page 26

EVERBEARING VARIETIES

The important characteristic of everbearing varieties is their ability to initiate flower buds and produce fruit through the summer and fall. Those growers interested more in extended production than in large quantities of fruit will be delighted with results from the everbearer recommended for his location. We hope one of the following will be your choice this year:

OZARK BEAUTY

One of the best everbearing kind for runner production — although main crop, as with most varieties, is borne on the mother plant. Berries are sweet, good flavored, and fine crops for eating and freezing can be depended on from this better than average everbearer. *See color picture, page 32.*

The Ozark Beauty has a very good flavor and they also have a lot of berries. If I could only plant one kind of berry, it would certainly be Ozark Beauty. Everybody told me not to plant everbearing strawberries because they were poor flavor and were hard to grow but your Ozark Beauty had more runners than the rest of the berries.

Darryl Gregory
Fremont, Michigan

Dear Sir: Enclosed is my order for 1,000 Ozark Beauty strawberry plants. I have purchased small quantities of your plants before and they were excellent, produced wonderful berries. This year, I'm going to try a larger planting.

I've never purchased plants from any other supplier, so I've made no comparisons. I almost sent this order to another firm whose plants were a few dollars less, then I read some of the letters in your current catalog — letters from people who had tried other plants and were greatly disappointed. So, from these statements and my own experiences, I decided not to take the chance on other plants. I will need the best plants I can get and Allen's got 'em!

L. E. Segers
Akron, Ohio

SUPERFECTION (GEM)

Remains a favorite with growers for hardy plants and production of excellent quality fruit. Berries are light red, inclined to be irregular in size, and somewhat tart. They are only moderately firm but quite attractive in appearance — and for table use and local market you can't beat SUPERFECTION. SUPERFECTION is not drought resistant and when sufficient natural moisture is lacking, additional water is required for best production and adequate runner formation. *See color picture, page 32.*

Gentlemen: The Superfection plants you just shipped us are outstanding. By far, the nicest we've ever received.

Major Angus M. Saunders
Clay, New York

CULTURAL DIRECTIONS

STRAWBERRIES are grown successfully in every state. They are easy to grow and beginners are proud of their fine berries.

BEARING. Standard varieties set in the spring of 1971 will bear their best crop in May or June of 1972. Everbearing varieties set in the spring produce berries in late summer and fall of that year.

PLANTING. Early spring planting is of the greatest importance in growing strawberries. This means just as early in the spring as weather permits preparing the land. The plants are established while the soil is still cool and moist and a good stand becomes the rule. With dormant plants and irrigation, later setting is possible but it is not as easy. Planting time is usually February, March, and early April in the southern states; March and April in the middle states; April and May in the northern states.

PLANTING DISTANCES. In general we recommend setting plants 18 to 20 inches apart in rows 4 feet apart. This requires a little over 7,000 plants per acre. (See table) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 by 10 you would need about 20 plants.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	18 "	7,128 "

SOIL AND LOCATION. Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers.

1. In rolling country a sloping field gives better air drainage and less injurious frosts.

2. Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion.

3. Follow a hoed crop to make less weeds and grass to contend with in the strawberries.

4. Avoid sod land that may harbor grub worms which cut or injure your plants. Treatment makes the use of sod land much safer.

5. Change the place of the strawberry bed every few years. It will help to keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble.

6. A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries.

7. Most important of all — Select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil. Of course, if irrigation is available, you can give the plants water when necessary.

IRRIGATION. If you have irrigation it will certainly pay to use it for strawberries, both for establishing the new bed, as well as at fruiting time. However, irrigation is not mandatory. In addition, if you have a frost during bloom, irrigation during the danger hours has saved strawberry crops from frost and freeze damage with temperatures as low as 20°F.

LAND PREPARATION. In late winter or very early spring the land should be plowed or in small plots spaded to a depth of 6 to 8 inches. Then with a harrow or rake it should be leveled off to form a smooth friable planting bed. Here are some of the things which are not necessary but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much

Continued on Page 37

VESPER
See page 26

1885 *Our Experience is Your Guarantee* **1971**

FLETCHER
See page 24

OZARK BEAUTY
See page 29

OUR BEST EVERBEARERS

SUPERFECTION
See page 29

FOLD HERE

W. F. ALLEN CO.

Dependable
STRAWBERRY PLANTS
For 86 years

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STREET .....

ROUTE NO. ..... **BOX NO.** .....

CITY ..... **STATE** ..... **ZIP NO.** .....

Ship Plants On or About .....

NOTICE! This is the shipping date, NOT the arrival date. Delivery times vary so that we cannot guarantee an arrival date. Plants will be **shipped** as near the date you specify as possible.

NUMBER OF PLANTS	VARIETY OF PLANTS	PRICE Dollars	PRICE Cents

Do Not Use this Space			
Order No.	Amount for Plants		
	15% for Transportation		
	Total Amount of Money Sent		

IMPORTANT! If Sold Out of Varieties Ordered:

SUBSTITUTE Suitable Variety ..... ☐

RETURN My Order and Money for Varieties Not Available..... ☐

(See other side for HOW TO ORDER and our *Offer for Friends.*)

HOW TO ORDER

1. **ADDRESS.** Print your name, street address, or Route and Box Number, Post-office, State and Zip Code on the order blank.

2. **SHIPPING DATE.** Fill in date you would like plants shipped in space provided on order blank. If you do not fill in this space, we will ship on date best suited to your locality, advising you when order is received. Planting as early as the weather permits is the rule.

3. **VARIETIES.** Decide the number of plants of each variety you want. List on the order blank, referring to Page 38 for prices.

4. **TRANSPORTATION AND INSURANCE.** Delivery charges are in addition to prices on Page 38. We will ship the best way for your location for an additional 15% of the cost of plants. For this 15%, we pay for packing your plants to keep them fresh, transportation charges, insurance to guarantee delivery of plants, and Special Handling through the transportation system wherever possible.

5. **AIR TRANSPORTATION.** Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired, do not send the additional transportation charges as they may be paid when plants are received. Your nearest airport can give you an estimate of charges, based upon 3 pounds per 100 plants.

6. **PAYMENT.** Add the cost of the plants plus 15% and include check or money order in this amount, payable to W. F. Allen Company.

7. **PLANTS FOR FRIENDS.** If you order 50 plants or more, send us the names and addresses (with zip codes, please) of three (3) friends who grow or might like to grow strawberry plants. We will send your friends a free Berry Book and we will send you 25 plants of our choice, without additional cost to you. The 25 free plants must be sent with this order.

Continued from Page 30

more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog, or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparations for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. For small areas a good guide in the application of manure is to figure one to two bushels for every 100 square feet.

PUTTING PLANTS IN GROUND. Any method is good which leaves the roots reasonably straight down in the soil. It is best if the roots are spread with the soil pressed tightly against them and the bud just at the surface. With plants that have very long roots, clipping them off to about 4 or 5 inches, which will not hurt the plants, will make a good job of setting easier. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface.

As far as setting tools are concerned, a good garden trowel is best for work in small plots; in larger fields it is common practice to use a transplanter. With a transplanter it is very important that the setting depth of the plants be checked behind the planter.

CHEMICAL FERTILIZER. On very fertile soils none is needed. Have a soil test made and follow the recommendation of your local supplier or County Agent.

LIME. If other crops, weeds or grass have made a good growth on the land you have selected for strawberries, it does not need lime.

A pH range of 5.7 to 6 is best; 5 to 7 is satisfactory if organic matter content of the soil is fairly high.

CARE OF PLANTS. Plants should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for settling strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. If plants must be kept a while, small lots can be kept in the family refrigerator. The very best way to hold plants is in cold storage between 29 and 32°.—*Never, never* put plants in a freezer where temperatures will go below 28°.

CULTIVATING, HOEING and TRAINING. Shallow cultivating and hoeing (not to exceed two inches) kills weeds, conserves moisture, and enables new runners to take root.

Uncover the buds, because neglect in doing this will give you a poor stand.

Most of the training of new runners is done at hoeing time. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. 4 to 8 plants per square foot of fruiting bed is enough and when possible later runners should be cut off.

MULCHES. Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture, and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, at least partly, soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections, sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

PRICE LIST FOR 1971 SEASON

If 10,000 or more plants of one variety are desired, please write us for quotation.

EARLY VARIETIES	25 plants	50 plants	75 plants	100 plants	150 plants	200 plants	250 plants	500 plants	1,000 plants	5,000 plants
Blakemore	$2.55	$3.75	$4.85	$5.75	$ 8.05	$ 9.85	$11.25	$16.75	$25.50	$125.00
Earlibelle	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Earlidawn	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Fairfax	2.95	4.40	5.55	6.60	9.20	11.10	12.95	19.10	29.50	145.00
Florida 90	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
Midland	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Premier	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Redcoat	3.10	4.65	5.80	7.00	9.50	11.75	13.55	20.15	31.00	152.50
Redglow	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Senator Dunlap	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50
Sunrise	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Suwannee	2.85	4.25	5.35	6.40	8.95	10.85	12.50	18.50	28.50	140.00
MIDSEASON VARIETIES										
Catskill	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Empire	2.85	4.25	5.35	6.40	8.95	10.85	12.50	18.50	28.50	140.00
Guardian	3.75	5.65	7.05	8.45	11.60	14.05	16.40	24.40	37.50	185.00
Midway	2.80	4.20	5.25	6.30	8.75	10.65	12.30	18.20	28.00	137.50
Pocahontas	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Raritan	3.50	5.25	6.55	7.90	10.65	13.35	15.25	22.75	35.00	172.50
Redchief	3.50	5.25	6.55	7.90	10.65	13.35	15.25	22.75	35.00	172.50
Surecrop	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
LATE VARIETIES										
Albritton	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Armore	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Fletcher	2.95	4.40	5.55	6.60	9.20	11.10	12.95	19.10	29.50	145.00
Jerseybelle	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Robinson	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50
Sparkle	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Tenn. Beauty	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50
VERY LATE VARIETIES										
Marlate	3.75	5.65	7.05	8.45	11.60	14.05	16.40	24.40		
Redstar	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Vesper	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
EVERBEARING VARIETIES										
Gem (Superfection)	4.00	6.00	7.50	9.00	12.50	15.20	17.50	26.00	40.00	197.50
Ozark Beauty	4.20	6.20	7.70	9.20	12.70	15.75	18.25	27.50	42.00	207.50

Our plants are tied and sold in bunches of 25 and we do not sell less than 25 of any variety.

Quantity rates are based on plants of one variety. Two or more varieties cannot be combined at the quantity rate.

TRANSPORTATION AND INSURANCE: Delivery charges are in addition to prices listed. Add 15% of the cost of your plants to your remittance for transportation and insurance. For this 15%, we pay for packaging your plants to keep them fresh, transportation charges, insurance to guarantee delivery of plants, and Special Handling through the transportation system wherever possible.

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FAMILY GARDEN COLLECTIONS

GENERAL GARDEN COLLECTIONS

Earlidawn ..... Earliest of all, frost resistant
Catskill ..... Hardy and productive; the "King" of varieties
Sparkle ..... Late and productive; good freezer
Redstar ..... Latest of all, good flavor
Superfection ..... The old standard everbearer

Collection A —	125 plants, 25 each of the 5 kinds	$13.25
Collection B —	250 plants, 50 each of the 5 kinds	21.25
Collection C —	500 plants, 100 each of the 5 kinds	33.90
Collection D —	1000 plants, 200 each of the 5 kinds	60.55

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NEWEST VARIETY COLLECTIONS

Sunrise ..... Very early, disease resistant, bright red and firm
Guardian ..... New late midseason; good resistance, fine berries
Redchief ..... Vigorous plants, red stele resistant, large berries
Marlate ..... Late, large and new
Ozark Beauty .... Everbearing, sweet berries

Collection E —	125 plants, 25 each of the 5 kinds	$15.70
Collection F —	250 plants, 50 each of the 5 kinds	25.05
Collection G —	500 plants, 100 each of the 5 kinds	39.80
Collection H —	1000 plants, 200 each of the 5 kinds	71.00

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